

Digital Landscape in North America

July 2021

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Scope

Key findings

REGIONAL OVERVIEW

North America has the highest internet penetration rate

Sluggish growth for North America with its high per capita rates

US a shining light in terms of mobile connectivity

US and Canada still have a urban/rural divide in digital terms

Mobile phone is the preferred method to access the internet

US and Canada continue to increase access to high-quality broadband

US and Canada with near 100% 3G and LTE/WiMAX access

COUNTRY SNAPSHOTS

Canada: Market Context (1)

Canada: Market Context (2)

USA: Market Context (1)

USA: Market Context (2)

FORECAST PROJECTIONS

North America a leading region for telecoms spend

Consumer desire to tap into digital services drives mobile internet

Pandemic helps drive use of mobiles for proximity payments

US will remain strong in mobile connectivity

Pandemic underlines the importance of high-quality broadband access

With universal 3G coverage, industry players are now driving 5G rollout

Key takeaways

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